

PHILIP MORRIS U.S.A.

For review
INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: A. Goldfarb

DATE: August 28, 1987

FROM: B. Weinstein/G.E. Cofield/A. Motola

SUBJECT: Proposed Reports for Tracking Industry Performance
Surrounding a Federal Excise Tax Increase

We have specified the types of data that we feel will be important barometers to understand the effect of Industry performance if a Federal Excise Tax should go into effect.

The major topics that will be included are listed on the attachments. All measures will include base period data for comparison purposes. Proposed report formats will be constructed at a later date.

BW/mf

cc: R. Anise	C. Pignataro
N. Gurry	T. Saloun
J. Isaacs	R. Tomei
C. Levy	J.N. Zoler
K. Miller	

8-31-87

DISCUSS WITH
TROUPES

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